

**REMARKS**

In light of the above amendments and following remarks, reconsideration and allowance of this application are respectfully requested.

It is submitted that these claims, as originally presented, are patentably distinct over the prior art cited by the Examiner, and that these claims were in full compliance with the requirements of 35 USC §112. Changes to these claims, as presented herein, are not made for the purpose of patentability within the meaning of 35 U.S.C. §101, §102, §103, or §112. Rather, these changes are made simply for clarification and to round out the scope of protection to which Applicant is entitled.

Claims 2-5, 7-11, 14, 15, 17-21 and 23-30, and amended claims 1, 6, 16 and 22 are in this application. Claims 12 and 13 have been canceled herein.

At paragraph 4 of the outstanding Office Action of October 29, 2003, the Examiner rejected claims 1-30 under 35 U.S.C. §102(e) as being clearly anticipated by Schein et al. (U.S. Patent No. 6,002,394). Applicant respectfully traverses the rejections. Claims 12 and 13 have been canceled herein.

Amended independent claim 1 now recites in part as follows:

“An information transmitting method for transmitting program guide information...comprising...**accessing from said server through said network using said address information, detailed information corresponding to said distribution information**...” (Underlining and bold added for emphasis.)

It is respectfully submitted that the above-recited feature added to amended independent claim 1 is not taught by Schein.

Schein suggests a system and method for providing television schedule information to a viewer and for allowing the viewer to link, search, select and interact with information in a remote database (Abstract). However, there is no disclosure in Schein that a plurality of commercial information is sequentially displayed on a part of the program guide at the same time program guide information is displayed on the screen. For example, column 22, lines 27-29 of Schein indicate that the viewer has a choice to follow a program's link back to the commercial area where a larger selection of items and services are available. Indeed, the commercial information and the program guide information are not displayed on the same screen, but a link on the program guide screen allows the user to access desired commercial information displayed in another screen. Further, figs. 16A and 16B of Schein merely show a scrolling message, which is a link to commercial information and does not actually represent commercial information itself. Therefore, detailed commercial information and program guide information are not both displayed at the same time in Schein, as is the case in the present invention and the independent claims.

Moreover, in the present invention, the user accesses the computer server to receive the desired detailed information about a program. This is also not the case in Schein.

Applicant therefore submits that Schein fails to disclose this feature of amended independent claim 1.

For similar reasons, it is believed that amended independent claims 6, 16 and 22 are also distinguishable from Schein as applied by the Examiner. Furthermore, claims 2-5, 7-11, 14, 15, 17-21 and 23-30 depend either directly or indirectly from one of amended independent claims 1, 6, 16 and 22, and are therefore distinguishable for this reason alone, and additionally as presenting independently combinations in and of their own right

Applicant therefore respectfully requests that the rejection of claims 1-30 under 35 U.S.C. §102(e) be withdrawn.

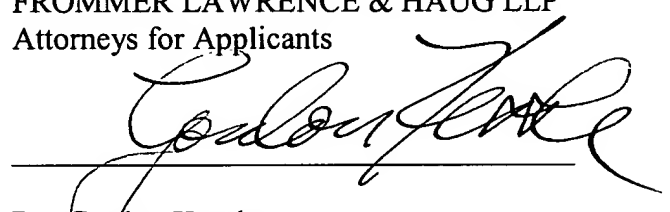
The Examiner has apparently made of record, but not relied upon Yuen (U.S. Patent No. 6,477,705). The applicant appreciates the Examiner's explicit finding that this document, whether considered alone or in combination with others, does not render the claims of the present application unpatentable.

It is to be appreciated that the foregoing comments concerning the disclosures in the cited prior art represent the present opinions of the applicant's undersigned attorney and, in the event, that the Examiner disagrees with any such opinions, it is requested that the Examiner indicate where in the reference, there is the bases for a contrary view.

Please charge any fees incurred by reason of this response and not paid herewith to Deposit Account No. 50-0320.

Respectfully submitted,

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